

1 (800) 462-5237 international@wisconsin.gov datcp.wisconsin.gov

June 2017

In this Issue

- Trade Consultants
- China dairy update
- Export education is just a click away!
- Upcoming Events

Trade Consultants

Enrique Gandara

Animal Feed, Livestock & Genetics Latin America & Russia (608) 224-5113

enrique.gandara@wisconsin.gov

Jennifer Lu

Wood products, Animal Feed, Livestock & Genetics China & Asia (608) 224-5102 jennifer.lu@wisconsin.gov

Ashwini Rao

Processed Foods India, Latin America & European Union (608) 224-5119 ashwini.rao@wisconsin.gov

Lisa Stout

Processed Foods Asia & Canada (608) 224-5126 lisa.stout@wisconsin.gov

Jack Heinemann

Bureau Director, Agricultural Market Development (608) 224-5025 jack.heinemann@wisconsin.gov

<u>Click here</u> to learn more about our services.



China dairy update

A MoU signed earlier this month by the Certification and Accreditation Administration of the People's Republic of China (CNCA) and the U.S. Food and Drug Administration (FDA) establishes a long-term solution for all U.S. dairy suppliers seeking to do business in China, as per a U.S. Dairy Export Council release.

The MOU outlines a plant registration process by which third-party certification bodies will audit U.S. dairy facilities for compliance with Chinese food safety requirements. For more information, <u>click here</u> to read the press release.

Export education is just a click away!

Food Export-Midwest and Food Export-Northeast offer a variety of programs and services to help grow exports of value-added food and agricultural products. Whether your company is just getting started or is already exporting to several countries, we have multiple programs and services to assist you. You can take courses online, access webinars, or reach out for 1-1 support through the Food Export Helpline™. Learn more here.

Upcoming Events

Register Now: Focused Trade Mission to Mexico for Food Ingredients

September 25-29, 2017/ Mexico City, Mexico Deadline: July 10, 2017 / \$600

DATCP and the Food Export Association of the Midwest is coordinating a trade mission to Mexico for food ingredients. Mexico is one of the largest and fastest growing markets for U.S. agricultural products. U.S. exports of agricultural products to Mexico grew to US\$17.8 billion in 2016, ranking it 3rd in the world. Mexico has a strong food processing industry in which leading Mexican brands like Bimbo, PepsiCo, Lala, and Nestle amongst others have a well-developed national distribution network. Key market drivers for the food processing sector include an increasing interest in healthy foods across all age groups as well as demand for organic foods and natural ingredients.

Contact Ashwini Rao at ashwini.rao@wi.gov / 608-224-5119.

Value-Added Feed Ingredients Buyers Mission at 2017 World Dairy Expo October 2-5, 2017/ Madison, Wisconsin Early Registration Deadline: July 31, 2017 / \$150

DATCP and Food Export Association of the Midwest will be conducting a Value-Added Feed Ingredients Buyers Mission in conjunction with the World Dairy Expo. The strong economic growth in international markets has been supporting an ongoing development of the feed ingredient sector. The demand for feed supplements and additives continues to rise. Companies will meet with pre-qualified buyers from around the world in pre-arranged, one-on-one meetings right here in the U.S., generate new sales leads, and build relationships with key industry players. The 2017 Feed Ingredients Buyers Mission will feature foreign buyers from Africa, the Middle East, China and South Asia, and South America. It's the perfect low-cost opportunity to meet qualified buyer from around the world in one place.

Contact Jennifer Lu at <u>Jennifer.Lu@wi.gov</u>/ 608-224-5102